

Success Stories by BABY UNIVERSE's Customers (a series of 10)

Case-2: An aggressive cost reduction : AI simulator strategy in a Japanese LED sign maker.



※The above image is for illustrative purpose only.

Our customer I'd like to share with you this time is a Japanese LED sign manufacturer.

What requested by it was also software for reduction of workflow at first, which was the same purpose as the customer's one in first story.

The sign company's insatiable request for cost-cutting was awesome. That's why it has achieved rapid growth.

The company had to design from scratch for each order and go through complex processes to make drawings because all products are made-to-order. To survive this situation, gradually realized cost reduction in every process of drawings using our automated software. And then it was crucial tool in designing flow for the company.

However, right after meeting its need, it gave us another request.

LED signs are used for a variety of company logos and marks. Each size is different. Therefore, the sign company needed to make prototype for each order to check light condition by visual confirmation and photometer. Believe it or not, the request from the company was to save trouble to make the prototype completely. So that means to develop 3D simulator. After going through a trail and error process to satisfy with that quality-oriented company and it took us a half year to complete it.

However, we realized even this completion only had scratched the surface of its commission.

Furthermore, the company asked us a development of design automation by AI (Artificial Intelligence) using the results of simulator. It is not too much to say that this request is an aggressive business strategy beyond the level of cost reduction.

What an incredible company in the world!